

Proveedor global de servicios informáticos



MERGERSCORP

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Servicios de Tecnología de la Información, con especial atención a los servicios de valor añadido (desarrollo de software, soporte informático, servicios gestionados). La empresa es un proveedor global de servicios de TI bien establecido, con una cartera de clientes diversificada, que atiende principalmente a empresas multinacionales de toda América Latina. Tiene un historial probado de transición de clientes de modelos básicos de dotación de personal a servicios de mayor valor. La empresa se diferencia por el pleno cumplimiento de la normativa laboral y fiscal en todas las jurisdicciones en las que opera, fomentando relaciones a largo plazo con los clientes basadas en la fiabilidad y la reducción del riesgo operativo.

Posición en el mercado

La empresa opera en un mercado competitivo de servicios tecnológicos, especialmente en Latinoamérica. Aunque compite con operadores informales que pueden tener costes más bajos debido al incumplimiento, La Empresa mantiene una fuerte posición competitiva ofreciendo pleno cumplimiento, seguridad operativa y normas de alta calidad. Su estrategia de precios equilibra la competitividad con el valor de su modelo de entrega "nearshore".

Destacados

- 30 años de trayectoria como proveedor de servicios informáticos de confianza
- Amplia presencia internacional en Latinoamérica, EEUU y España.
- Oficinas en Argentina y México
- Modelo de entrega escalable que sirve a clientes empresariales
- Proceso de venta completo en marcha para apoyar la siguiente fase de crecimiento

Oferta de servicios

- Garantía de calidad: espectro completo de servicios de pruebas manuales y automatizadas
- Desarrollo de software: soluciones a medida para la transformación digital
- Soporte técnico: Servicios integrales de infraestructura y asistencia al usuario
- Contratación de talentos: Aumento de equipos informáticos especializados

Estrategia de crecimiento

- Expansión geográfica: Aprovechar las relaciones existentes con los clientes para impulsar el crecimiento en nuevos mercados, especialmente España, y seguir desarrollando otros países de Latinoamérica (Brasil, Chile, EE.UU., Uruguay, Colombia, Perú) mediante inversiones directas y asociaciones estratégicas.
- Venta cruzada: Ampliar la oferta de servicios a los clientes existentes.
- Optimización de márgenes: Esfuerzos continuos para mejorar la rentabilidad mediante la renegociación de los contratos, la absorción de los costes fijos a medida que aumentan los ingresos y la diversificación geográfica de la capacidad de entrega.

Aspectos financieros destacados (Proyecciones)

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TARGET PRICE

\$ 8,250,000

GROSS REVENUE

\$ 10,300,000

EBITDA

\$ 0

BUSINESS TYPE

Servicios

COUNTRY

Argentina

BUSINESS ID

L#20250955

- Ingresos totales: Se prevé que crezcan de 10,3 millones de dólares en 2024 a 34,8 millones en 2029.
- Concentración de ingresos: Argentina, España, México, Otros LatAm.
- Margen bruto: Se espera que se mantenga estable en torno al 27-28%.
- EBITDA: Se prevé que aumente significativamente del 7,2% en 2024 al 13,5% en 2029, reflejando la escala operativa, la optimización de los contratos y la expansión europea. Se espera que las operaciones en España sean positivas en EBITDA a partir de 2027.

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